

Purpose of Internet Survey

Goal: To develop a fuel economy label that:

- allows consumers to compare conventional vehicles with advanced technology vehicles (such as PHEVs and EVs)
- better inform consumers about the fuel consumption and environmental impacts associated with vehicles
- meets legal requirements, including
 - Labeling new automobiles with information on fuel economy, GHG emissions, and other emissions over useful life of the vehicle.
 - Creating a rating system for consumers to easily compare fuel economy, GHG and emissions at point of sale.

In support of those goals, EPA in collaboration with NHTSA is conducting focus groups to develop new labels. The result of the focus groups should be proposed labels that we will present in the NPRM. Following the focus groups, EPA plans to conduct a more broadly based survey, using the internet, to get further testing of the label designs coming from the focus groups.

The goals of the internet survey with regard to the label designs will be to identify:

- How understandable the new labels are in comparison to each other and to the existing label;
- To what extent the new labels influence consumers' choices of fuel economy in new vehicles;
- How understandable the new labels are for advanced technology vehicles;
- To what extent the new labels influence consumers' choices of advanced technology vehicles

Additional goals that the survey could meet (taking into consideration length of survey and budget) include:

- Examining the effect of the label in the context of the entire Monroney label
- Examining whether the location of the fuel economy label on the Monroney label affects consumer choices
- Gathering information on how best to communicate information about these new labels to the public.

Possible methods: these are starting points for discussions, not specific requests

Divide sample into as many groups as there are labels to test. Each group sees only one label design.

Understanding:

- show each respondent 2 vehicles with different fuel economy, ask which is more fuel efficient;

- show each respondent 2 advanced technology vehicles, ask which uses less fuel or costs less for a short commute, which uses less fuel/costs less for a long commute; etc.
- show each respondent 1 conventional vehicle, one advanced technology vehicle, ask which uses less fuel or costs less for a short commute, which uses less fuel/costs less for a long commute; etc.

Result: do more people get the answers right using Label A than Label B?

We will need to identify for how many (and which) metrics we want to test understanding.

Influence:

- show each respondent 2 vehicles with different fuel economy; ask which she would buy (a follow-up on understanding, role of fuel economy in purchase decision)
- show each respondent 2 vehicles with different fuel economy, the more fuel-efficient vehicle costs \$X more (X may or may not vary); ask which she would buy
- show each respondent a conventional vs. an advanced technology vehicle, ask which he would buy
- show each respondent 2 advanced technology vehicles with different characteristics, ask which she would buy

Result: do more people choose the more fuel-efficient vehicle using Label A than Label B?

As with understanding, we will need to identify for how many (and which) metrics we want to conduct these tests.

One alternative approach is to give everyone the same survey and show every individual all sets of labels and ask all the above questions.

- It has the advantage of getting responses to all questions from all respondents.
 - It would also make the survey longer.
- On the other hand, it may be more difficult to design the survey to get easy comparisons.
 - If each label design had the same values on them, the consumer would know the values and would be unlikely to vary responses across labels.
 - If, instead, we varied the values on the labels, we'd find it hard to compare the results across labels.
- It might still be necessary to have as many surveys as labels, so that we could give different combinations of values on each survey, but have, for different respondents, direct comparisons.